



IN PROGRESS ONLINE

Office of Economic Development, Placer County, California

Vol. 8, No. 1

January 2007

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2007 PlacerGROWN Farm Conference – Not Just for Farmers

For the first time, the annual PlacerGROWN Farm Conference will offer workshops of interest to the general community. Author Jessica Prentice will present a “Food and the Hunger Connection,” discussing her book *Full Moon Feast*. “Celebrating the Abundance of Local Foods, Season by Season” will be presented by Jennifer and Darren Cliff, editors and publishers of *Edible Sacramento*, a quarterly publication about locally grown foods. “Cooking Out of the Box,” led by Janis Wikoff and Carol Arnold of Auburn, will introduce attendees to the simplicity and ease of eating what’s available locally. The PlacerGROWN Farm Conference will be held Saturday, February 3, 8 a.m. – 3:30 p.m., at Lincoln High School, Lincoln. For details, visit www.placergrown.org or call Molly Johnson at (530) 887-5473.

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Auburn Symphony Performs “Tales of Musical Magic” Concerts in February

Guest soloist Tina Guo will perform the Elgar Cello Concerto in E minor at Auburn’s second subscription concert of the season, to be presented February 24th and 25th at Placer High Auditorium in Auburn. Guo performs around the world and will make her New York debut in a solo recital at Carnegie Hall this year. Also on the concert program are the fantastic tales of *Hansel and Gretel* (Humperdinck), the *Firebird* (Stravinsky), and *Sarka*, Queen of the Amazons of Bohemia (Smetana) -- all brought to life in vividly descriptive and beautiful music. Saturday’s concert is at 7:30 p.m.; Sunday’s at 3 p.m. For details and tickets, call (530) 823-3986 or visit www.auburnsymphony.com.

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Tahoe City Downtown Group Hires New Executive Director

C. Kelly Atchley became Tahoe City Downtown Association’s executive director on the first of the year. Atchley had been serving as TCDA’s executive administrator. A 25-year resident of Tahoe City, Atchley retired in 2005 after more than 20 years with the Placer County Sheriff’s Department. Atchley, who has a Masters Degree in Public Administration, serves on the North Lake Tahoe Boys and Girls Club board, and for the past six years has held an elected position on the Tahoe City Public Utility District board. In her new position, she will work to increase TCDA membership, promote its role as a proactive business voice, and further develop relationships with its partner agencies -- Placer County, North Lake Tahoe Resort Association, and other area business groups. Atchley’s first major task will be coordinating TCDA’s 2nd Annual Membership party, January 23, at the Blue Agave restaurant, in Tahoe City. For details, visit Tahoe City Downtown Association at <http://www.visittahoecity.com> or contact tcda@visittahoecity.com

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No. California World Trade Center Presents "The California Debates 2007: A Celebration of Mexican Democracy"

The Northern California World Trade Center (NCWTC) invites the public to attend the first annual California Debates, Monday, February 26, 6 - 8 p.m. at the Embassy Suites Hotel in Old Sacramento. Three members of the Mexican Congress, representing each of the major political parties, will take the stage at the event and debate on a variety of issues currently impacting California and Mexico. Members of the California Legislature will serve as panelists, questioning their counterparts from Mexico. Topics to be discussed include health care, immigration, the border fence, the newly elected Mexican president, NAFTA, and drug policy. Audience members will have the chance to submit questions. Admission is \$55 - \$65 and includes a three-course dinner. Placer County is a founder of the NCWTC, started in 1995 to provide programs and services for businesses

who want to do business internationally. For details, please call (916) 447-9827 or visit Northern California World Trade Center at http://www.norcalwtc.org/California_Debates.htm.

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North Lake Tahoe's Snow Festival Returns March 3-12

North Lake Tahoe comes to life during its annual Snow Festival with 10 days and nights of fun and frolic in and out of the snow. At this year's festival, March 3 - 12, favorite events will be back, along with more music concerts than usual and many new activities. The festival calendar includes Squaw Valley's Opening Night Celebration, Tahoe City's Festival Parade, Gar Woods' Polar Bear Swim, River Ranch's sculpture contest, ski races, games for all ages, parties, and dog pulls. New events this year include the Kiwanis Irish Stew Feed, Lake Tahoe School Children's Science Exploratorium, Zydeco concerts, Moonlight Snowshoe Tour, Pinball Rally, Jake's Mountain Aloha Tuesday, and a Nordic Trails Interpretive Tour. On March 11, Arts for the Schools presents "The Jungle Book" by Missoula Children's Theatre at North Tahoe High School. Snow Festival lodging packages are available for every budget. For details and reservations, visit North Lake Tahoe Snow Festival at <http://www.tahoesnowfestival.com/>.

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Lincoln Chamber Appoints New CEO

As of January 1, Placer County resident Bobbi Park is the new CEO for the Lincoln Area Chamber of Commerce. Park replaces past chamber president Harvi Callaham. Park said her initial priorities at the chamber include developing a strong sense of team and getting the chamber ready to update its services in 2007. Park has both public and private sector experience in fundraising and economic development. She co-created patentsincommerce.org, a public-private sector partnership that helps entrepreneurs secure patents for their ideas; and founded a non-profit agency, Operation: MOM, to support military troops and their families. Park has served as economic development specialist for Placer County. She holds a Bachelor's Degree in Business Management and is principal of her own consulting firm. A reception to introduce Park to chamber members and the public was held January 25, 5 - 7 p.m. at Buonarroti Ristorante, 460 G St., in Lincoln. For details, visit Lincoln Area Chamber of Commerce at <http://www.lincolinchamber.com> or Lincoln News Messenger at http://www.lincolnnewsmessenger.com/articles/2006/12/28/news/top_stories/01ceo.txt.

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Green Tech Entrepreneurship Academy Set for March 26 - 30

The UC Davis Center for Entrepreneurship has announced its first Green Technology Entrepreneurship Academy, March 26 – 30, at the new Tahoe Center for Environmental Sciences in Incline Village, Nevada. The academy will bring together science and engineering doctoral students, post-docs, and research faculty to spend five days learning to recognize, develop, and bring to market green businesses built on their research. Working with academy faculty, investors, entrepreneurs, and industry executives, participants will receive focused lectures, practical exercises, and hands-on experiences in turning their science into viable business ventures. Schools are encouraged to nominate science and engineering students or teams for the academy. For details and applications, visit the Green Technology Entrepreneurship Academy at <http://entrepreneurship.ucdavis.edu/green/>. For details on the limited number of academy fellowships available, contact busdev@gsm.ucdavis.edu.

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Citizens Bank Opens in Historic Auburn Building

This month the historic post office in downtown Auburn became the seventh branch of Citizens Bank of Northern California. The Nevada City-based bank, a subsidiary of Citizens Bancorp based in Grass Valley, has banks in Nevada and Placer counties. The Auburn bank will offer a full line of business, personal finance, commercial, and residential lending services. Michelle Strange has been named vice president and branch manager of the Auburn bank. The building that houses the bank was constructed during the late 1930s and opened as a post office in 1938. Expanded in 1965, it was closed in October of 1985, replaced by the then-new Nevada Street Post Office. Purchased by the Wong family, the building was extensively upgraded in 2000 and leased to a nonprofit group as the Shiloh Center. Last March, Bill Prior, who owns Auburn Outdoor Sports, bought the building from the Wongs and has leased 3,800 square feet of space to Citizens Bank. As part of ongoing renovation, Prior has hired Auburn architect Michael Kent Murphy to design a 1,000-square-foot patio for the building, which has 8,000 square feet more of rentable space on offer. For more, visit the *Sacramento Business Journal* at <http://sacramento.bizjournals.com/sacramento/stories/2007/01/01/daily14.html> or the *Auburn Journal* at http://www.auburnjournal.com/articles/2006/06/14/news/top_stories/05bank_14.prt or http://www.auburnjournal.com/articles/2006/10/08/columnists/looking_behind_the_scene/s01ruffalo08.txt or contact Bill Prior at (530) 906-8271 or background@sbcglobal.net.

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Arts Council of Placer County Names New *Perspectives* Editor

John McCreadie has been chosen as the new editor for *Perspectives*, the Arts Council of Placer County's bi-monthly arts magazine. McCreadie replaces Sandra Reeves, who edited the publication for 10 years. McCreadie holds a Bachelor of Arts degree in print journalism from San Jose State University and spent several years working in the field, including positions with the *San Jose Mercury News*, *Peninsula Times-Tribune*, and *Electronic Business Magazine*, a trade publication. Later, McCreadie moved into public relations and marketing, where his last corporate position was with the Hewlett-Packard spin-off Agilent Technologies. There he served as the worldwide communications manager for an \$8 billion division of the company and in that role led a global team of marketing communication managers. In 1999, McCreadie resigned from that position to move to the Sierra foothills where he now works as a contributing writer for the *Auburn Sentinel*. For more visit the Arts Council of Placer County at <http://placerarts.org/perspectives/>.

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Changes Afoot at Royal Gorge -- but When and Where?

Ever since Royal Gorge was purchased in October 2005, and the new owners also bought Ice Lakes Lodge last January, Donner Summit has been abuzz with interest in what Royal Gorge and the surrounding area will look like in the future. The new owners are Todd Foster of Foster Enterprises in Redwood City and Kirk Syme of Woodstock Development in Burlingame. The first changes likely to occur, starting this winter, are in the resort's day-to-day operations, and then later -- the part that has the community talking -- the resort has plans to develop at least a portion of its 3,000 acres near Serene Lakes. The owners are working with area environmental groups and the Sierra Business Council and gathering public input to help them decide how and when to develop. The Conservation Biology Institute has been chosen to serve as the independent third party reviewer of Royal Gorge's baseline environmental assessment. Royal Gorge will submit a plan based on its accumulated research early this year to Placer County, the lead agency in the process. For more, visit *Moonshine Ink* newspaper at http://www.moonshineink.com/article_detail.php?is=30&id=137 or Donner Summit Area Association at <http://www.donnersummitareaassociation.org/> or Mountain Area Preservation Foundation at <http://www.mapf.org/> or Sierra Business Council at <http://www.sbcouncil.org/> or Royal Gorge at <http://www.royalgorge.com/default.asp?fv=7&b=3&d=1&pageredirect=default.asp>

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Dono dal Cielo Winery Covered in *Inside Roseville* Magazine

Dono dal Cielo, a Zinfandel vineyard located in rural Newcastle, was one of several Placer County wineries featured in the Sept/Oct and Nov/Dec issues of *Inside Roseville* magazine. The articles note the development of wineries in the county and the impending agri-tourism boom here. William and Karen McGillivray began Dono dal Cielo (meaning “gift from heaven” in Italian) on just 10 acres in 2001, planting 6000 vines, and have since added another 20 acres of land to their vineyard. Their first-year Zinfandel, 750 cases, was released in November 2006 and was tasted only four weeks after bottling. *Inside Roseville* noted that the wine, “...showed complexity with deep hints of berry and the tremendous potential to age into something magnificent, something impressive and rare for a brand-new wine.” For more, visit Dono Dal Cielo at <http://www.donodalcielo.com/about.html>, Placer County Wine and Grape Association at <http://www.placerwineandgrape.org/> or *Inside Roseville* at <http://www.insideroseville.net/articles.html>

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What’s in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter, covers the latest news on Placer County business and industry, agriculture, tourism, and the arts. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region’s economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at econdev@placer.ca.gov or visit the OED Web site at <http://www.placer.ca.gov/CEO/EconDev.aspx>. For past In Progress Online newsletters, go to Placer County Biz News at <http://www.placer.ca.gov/CEO/Econdev/business%20news.aspx>.

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